



Tracy K Greene  
illustration and design



**EXPERIENCE**

*Freelance Illustrator and Designer*

CLIENT LIST: Klutz Inc., Lakeshore Learning Materials, Coast Kids Magazine, SIX78th Magazine, National Meningitis Association, East Bay SPCA, Young Audiences of Northern California  
...and personal commissions

2012 January - Present. Austin, Texas

*Creative Director* | RED VELVET EVENTS, INC.

- Responsible for internal and event creative materials

2010 February - 2011 December. San Francisco, California

*Creative Lead* | *Graphic Designer* | HLASKA INC.

- Creative lead for all web ads, homepage images, email newsletters, retail window displays, retail in-store signage
- Creative lead for all product and lifestyle photoshoots
- Defined company fonts and graphic aesthetic
- Designed and managed pre-press of internal branding collateral (60-page catalog, business cards, hang tags, note cards)
- Designed and managed pre-press of custom retail product packaging (wallet boxes, shopping bags)
- Designed Hlaska website and template for email newsletters
- Designed and selected fixtures for retail stores
- Managed construction and store renovation projects

2011.

*Children's Book Illustrator* | MY UNCLE'S WEDDING

- Illustrated Eric Ross' marriage equality children's book
- Book received State of California Senate Recognition, presented by Senator, Mark Leno on March 5, 2011
- Nominated for a 2012 Stonewall Book Award

2009. San Francisco, California

*Design and Marketing Intern* | SVT GROUP

- Re-designed internal marketing collateral (print handouts, email newsletters)
- Re-designed company website
- Collected and organized social (S)ROI data

2009. San Francisco, California

*Design Intern* | 1105 MEDIA

- Designed web icons / graphics and animated banner ads
- Designed and managed pre-press of magazine ads and posters

**EDUCATION**

2009. Laguna Beach, California

*BFA Illustration* | LAGUNA COLLEGE OF ART + DESIGN

- Graduated summa cum laude, 3.97 out of 4.0 GPA
- Student Council Secretary / Treasurer, 2008-2009
- Student Council Illustration Representative, 2007-2008

2005. Austin, Texas

LC ANDERSON HIGH SCHOOL

- Graduated in top two percent, ranked 8th out of 428
- National Honor Society President
- International Baccalaureate Diploma Recipient
- AP Art, scored 5 out of 5

**SKILLS**

- Proficient in drawing / painting with virtually all traditional media
- Proficient in Adobe Illustrator, Photoshop, InDesign
- Possess working knowledge of Flash, Maya, HTML, CSS

**RECENT AWARDS / RECOGNITIONS**

- 2011. Disney Family Fun Toy of the Year. *Pom Pom Monster Salon.*
- 2011. 2012 Stonewall Book Award Nomination. *My Uncle's Wedding.*
- 2011. State of California Senate Recognition. *My Uncle's Wedding.*
- 2009-2006. Best of the Best artwork. LCAD Student Show.
- 2008. Regional Finalist. Hanae Mori Competition. *Perfume I and II.*
- 2008. Junior Illustration Award. LCAD Student Show.
- 2007. Sophomore Illustration Award. LCAD Student Show.
- 2007. LCAD Tee Shirt Contest Winner. *LCAD Tee Design.*
- 2005. Portfolio Silver Award. Scholastic Art and Writing Award.